

-10-

**REMARKS**

This amendment is being submitted with a Request for Continued Examination.

Claims 1-20 stand rejected under 35 USC 103(a) as being unpatentable over Veeneman. Applicants have amended claims 1, 9, and 17 to further distinguish over the cited reference.

Veeneman discloses a gift registry apparatus which records information about a gift registrant, issues an identification number and password to the gift registrant, records items that the gift registrant has selected as suggestions for others to purchase for the gift registrant. The password ensures that only the gift registrant can modify the information in the account established by the gift registry apparatus for the gift registrant.

Veeneman fails to disclose a system that allows a consumer to create a personal privacy profile, and to restrict access to customer purchase history based upon privacy options in the privacy profile during a transaction. Veeneman fails to disclose completion of a transaction and fails to mention privacy of purchase history.

-11-

Applicant respectfully requests that the pending claims  
be allowed.

Respectfully submitted,

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MAY 30 2006